

Introduction

How the Town should look, feel and function as a successful and sustainable destination resort is presented here as an overall town-wide concept, and then as a series of more detailed descriptions for seven key districts: the North Village; Downtown, including Main Street and North Old Mammoth Road; South Mammoth, including South Old Mammoth Road and Mammoth Creek Park; Snowcreek; Sierra Star; and Shady Rest.¹

These integrated districts represent a strong community consensus, articulated through a collaborative public process, and are rooted in the guiding principles and policy directions established in the 2007 General Plan and Community Vision.

Planning Outcomes

- 1) *Designing places where people want to be.* There should be distinctive, vibrant and walkable mixed use districts and centers within the town that are a focus of activity, contain a mixture and diversity of uses, and provide a well-designed, attractive and comfortable built environment.
- 2) *Program, development standards and use are critical:* Within each district, physical development standards, land use, program elements, and facilities should support and reinforce the desired character and function of the district.
- 3) *Catalyst sites can jump-start desirable development:* Catalyst sites are the large, publicly owned properties which can allow for a meaningful development program, and as a result are capable of stimulating more significant changes within the broader district.
- 4) *Building momentum through partnership:* Partnership between the Town and private investment is critical to achieving desired change. Public and private investments should reflect a sustainable development approach that considers both momentum-building short term opportunities, alongside strategies that provide a long-term return on investment to the community in the form of increased visitation, TOT and sales tax revenues.

The integrated district planning concepts mesh with a range of current work efforts and provide a more disciplined and effective approach to allocation of resources, work

¹ Other neighborhoods, considered to be stable residential areas, are not described in detail. Concepts for Sierra Valley and for the Gateway district are also not presented in detail in this document because they have not yet been finalized, and are not expected to substantially alter or affect the overall framework that is described.

program prioritization, and direction of public and private investments. Related work efforts include:

- Codification of standards for land use and development through the Zoning Code Update.
- Adoption of a comprehensive Resort Investment Public Facilities Element, as a component of the General Plan that specifies guiding principles, goals and policies reflecting a strategic investment approach.
- Adoption of an updated Public Facilities and Financing Program, which addresses long-range capital improvements and asset management.
- Adoption of a five year Capital Improvement Plan.

District Planning Concepts

The district planning processes outlined above have resulted in a series of accepted and consensus planning concepts and strategies, including some that relate to the town as whole, and others that reflect place-specific planning concepts for individual districts.

A. Town-Wide Concepts

Mammoth Lakes is a thriving destination resort community with attractive, stable residential neighborhoods oriented around of a series of distinct, connected and vibrant mixed use districts in the Downtown, North Village and South Old Mammoth Road area. Providing a range of shopping, dining, services and employment opportunities, these districts are well-served by parking and transit, and are walkable and well-integrated with neighboring residential areas. Resort areas like Snowcreek and Sierra Star, and Mammoth Mountain's ski portals complement these districts, providing high quality year-round, recreation-oriented residential and lodging opportunities, integrated into the town through transit and trails. The overall town-wide concept is illustrated in Figure 1.

Mobility

Feet-first mobility is enhanced throughout the community with a balance between auto, pedestrian bicycle and transit modes, well-connected to local recreational nodes and regional transportations systems. A well-designed and cohesive wayfinding system orients visitors and helps to direct vehicle, bicycle and pedestrian traffic efficiently to its destination. An expanded street network, including a number of new streets, helps to absorb and spread local traffic by providing new alternate routes and connections, and provide a more fine-grained street and block pattern.

Street Network

Figure 2 shows the proposed street network, including existing and future streets and connectors. New streets and connectors include:

- Thompsons Way, which provides access to the new Courthouse, and which would be extended to the south to connect to Meridian Boulevard.
- Sierra Nevada Road Extension.
- Commerce Drive connector from Sierra Park Road to the industrial park (emergency access only).
- Extension of Sierra Park Road from Meridian to connect with Chateau Road and Mammoth Creek Road.
- New roads through the USFS property north of Main Street.

- Sierra Star Connector from Minaret Road to Callahan Way.
- Callahan Way extension.
- Connector roads through the Shady Rest Site, connecting from Center Street to Tavern Road and Chaparral Way/Arrowhead Road.
- Waterford Street connection

Figure 3 illustrates the classification of streets within the network, and Figure 4 the conceptual traffic flow. In the Townwide concept, traffic is well-distributed throughout the system, making use of a better connected street network and utilizing Meridian more efficiently for inbound traffic headed to Snowcreek and South Mammoth.

Community Messaging and Municipal Wayfinding

The concept includes a comprehensive Townwide municipal signage and wayfinding program. As illustrated in Figures 5 and 6, the system would include a number of components, including:

- Markers and monumentation to announce and demarcate arrival to the Town and to particular districts
- Community event messaging, such as a more effective banner program or changing copy signage that can announce current special events and welcome visitors to them, and provide notification of upcoming events.
- Municipal wayfinding and directional signage, which would represent an attractive and logical system of vehicular and pedestrian wayfinding, and which is functionally and aesthetically coordinated, in a seamless manner, with signage and wayfinding for the trails system.

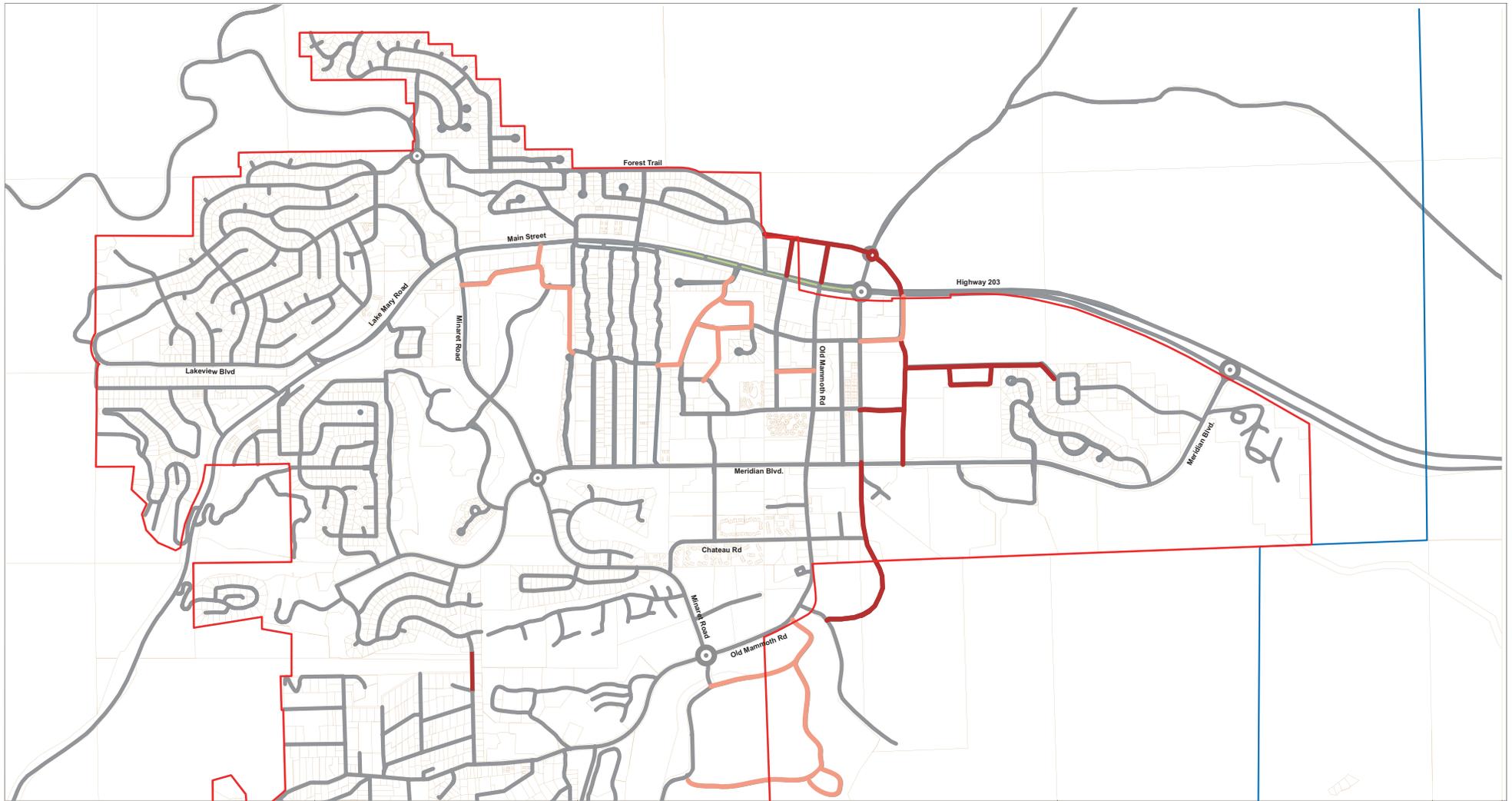
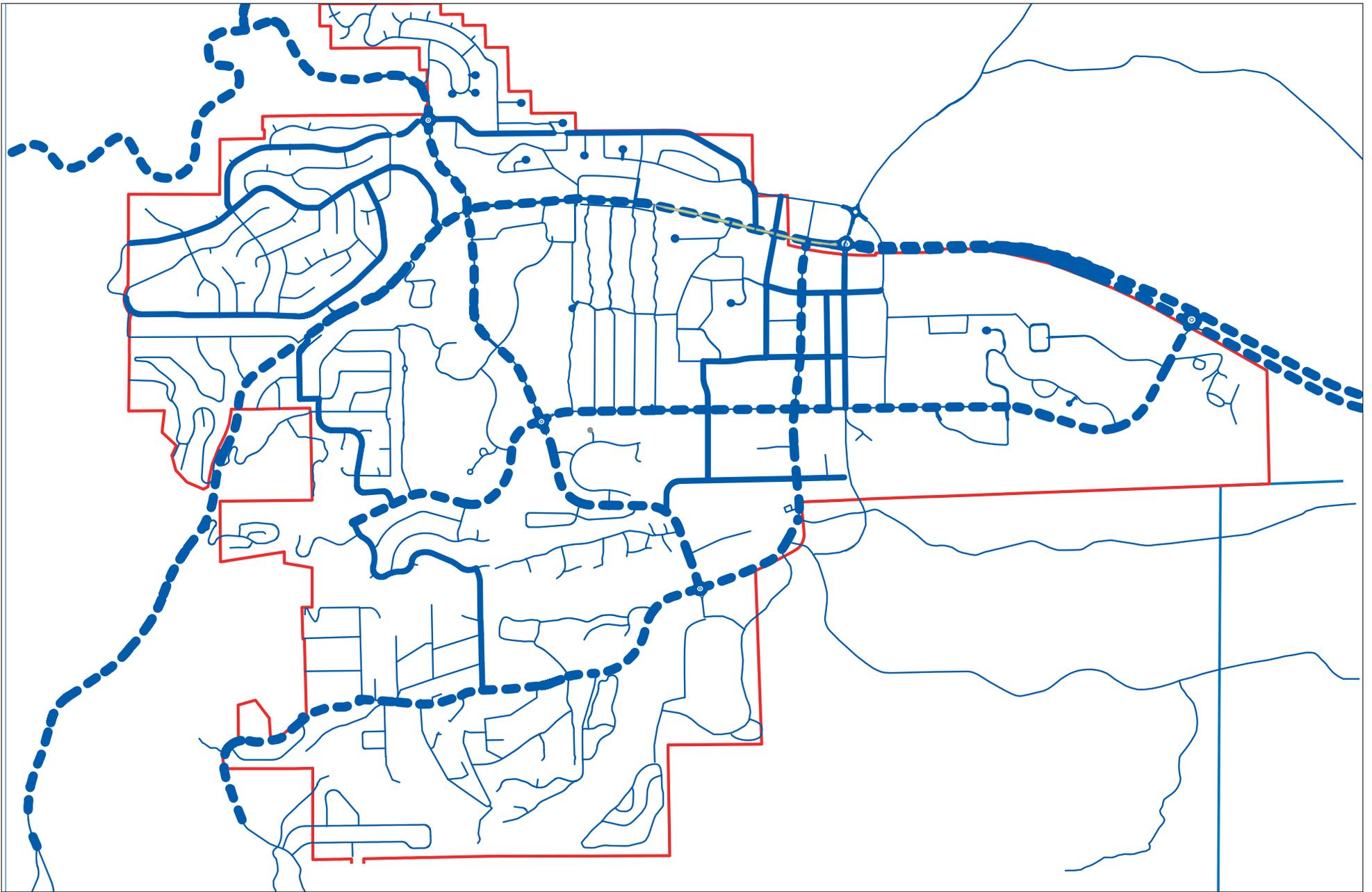


Figure 2: Town-wide Street Network



 Urban Growth Boundary

 Arterial Street

 Collector Street

 Local Street

Figure 3: Street Classification

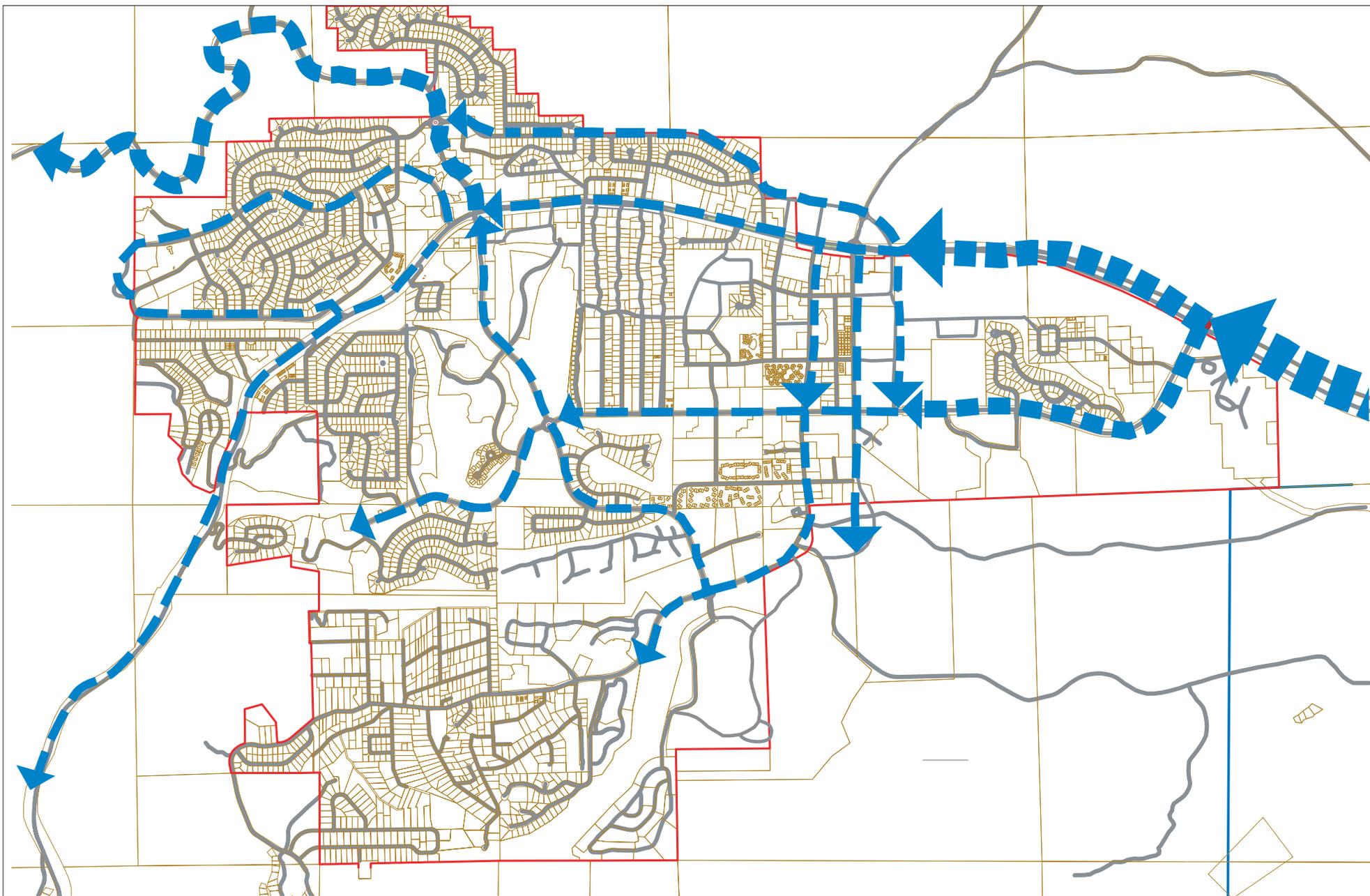


Figure 4: Traffic Distribution

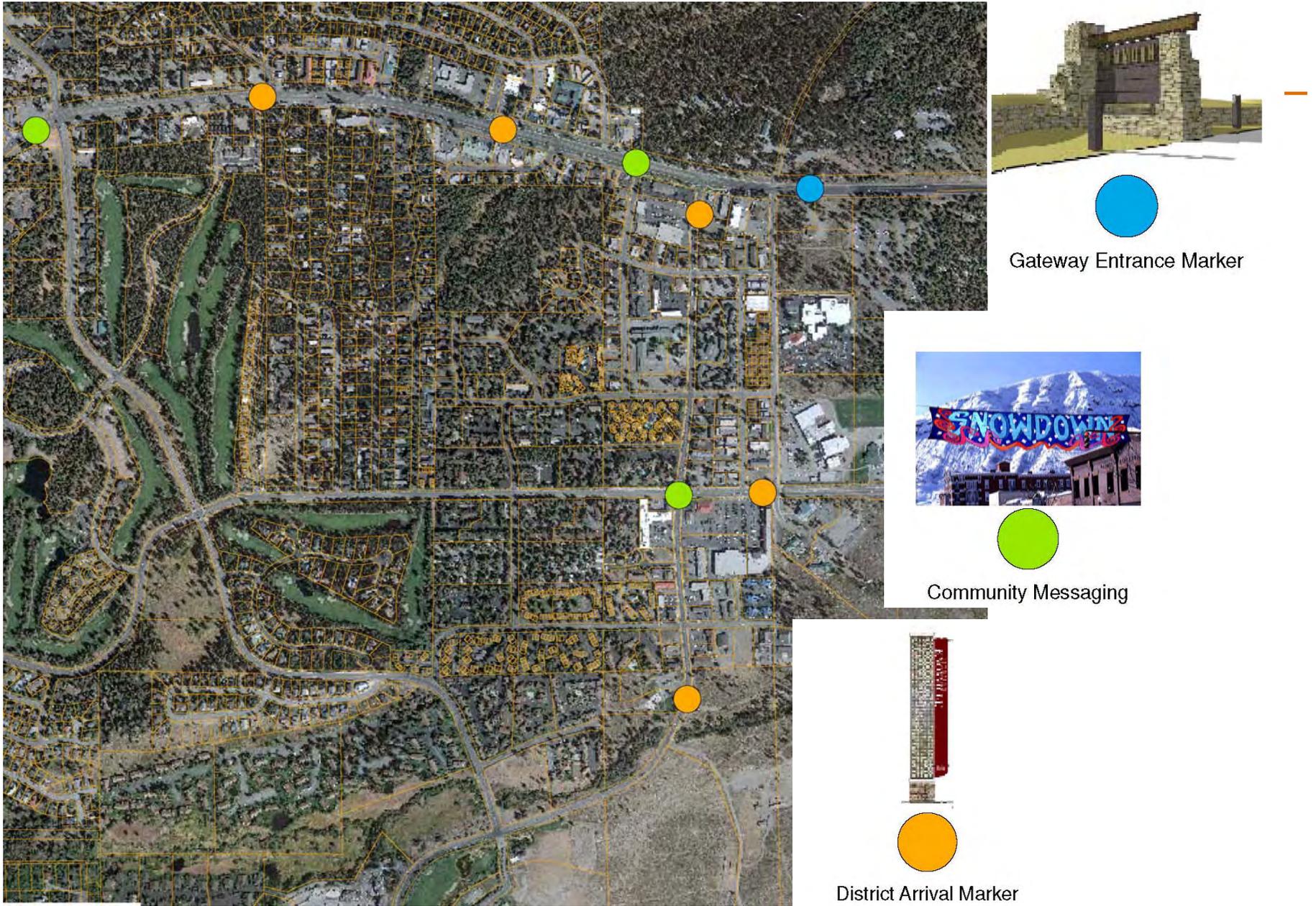
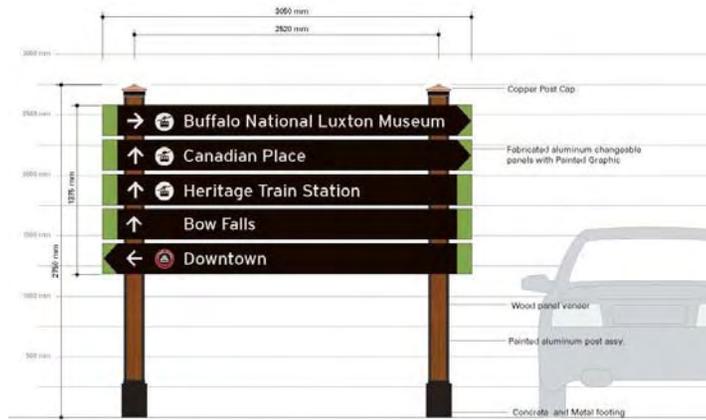


Figure 5: Community Messaging



Vehicular Directional (Freestanding) - size A (Cap H = 4") 60 - 90km Speed Front View

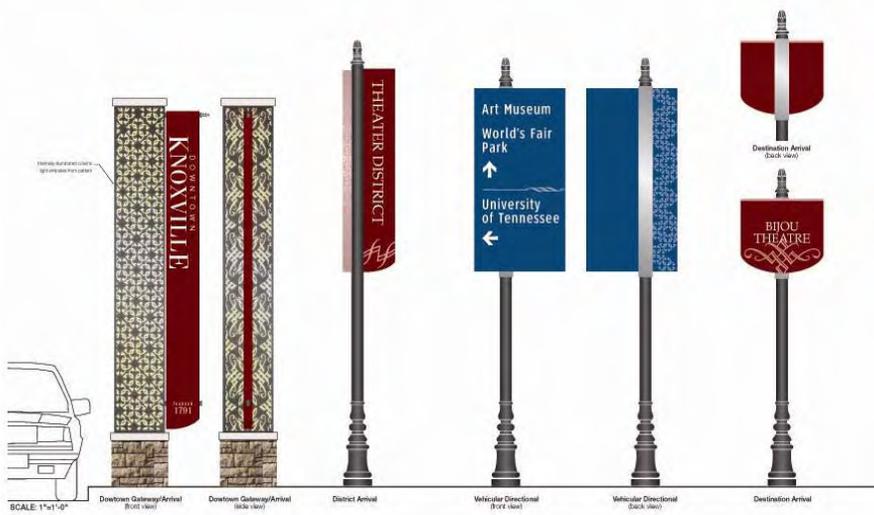
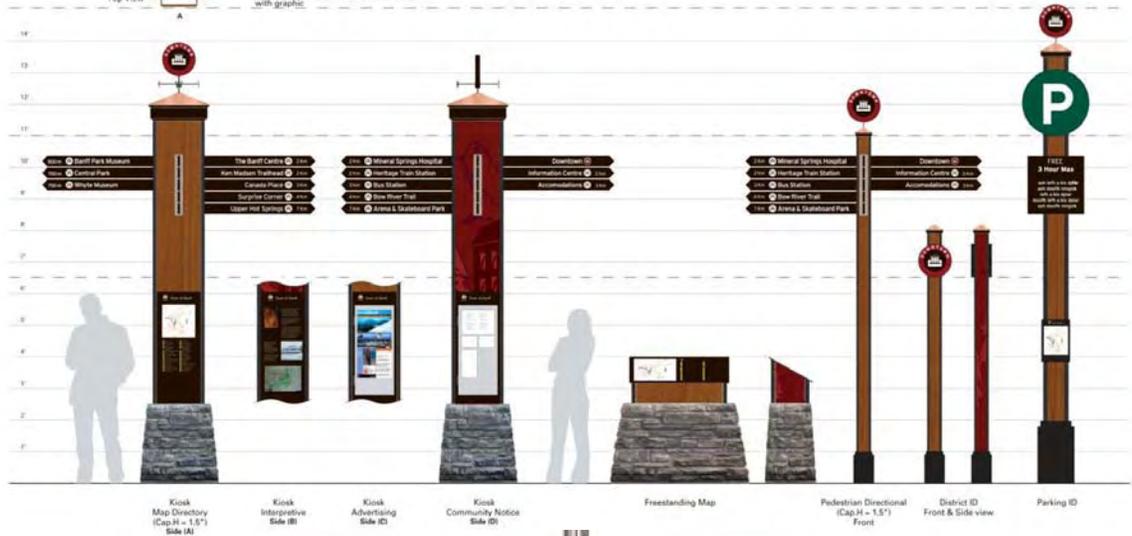


Figure 6: Vehicle & Pedestrian Signage and Wayfinding Illustrative Examples

Trails

As illustrated in Figure 7, a network of recreational and commuter trails is provided throughout the town's municipal area, including multi-use paths and on-street bicycle facilities within the urbanized area, connecting via a series of well-designed and located nodes to trails located on surrounding public lands. Wayfinding signage that complements and integrates with the broader municipal wayfinding system orients system users and effectively guides them to their destinations.

Events

A comprehensive special events program attracts visitors to Mammoth year round, and animates each district, with a range of events accommodated at strategically located venues within each district and elsewhere. Venues are designed, sited and sized to maximize flexibility and the range of events that can be accommodated, including indoor and outdoor events, and small, community gatherings to large multi-day and multi-venue festivals.

Key Facilities and Improvements

- Special events signage and messaging program.
- Special events venues*, including:
 - Two to three mid-size outdoor event spaces of 2-3 acres each in Mammoth Creek Park.
 - 3-5 other small outdoor events venues and/or plazas within North Village, Downtown and South Old Mammoth Road areas.
 - A large outdoor event venue, capable of accommodating 10,000 to 15,000 people. 100 seat indoor performing arts venue at Mammoth Arts Center.
 - An 18,000 to 20,000 square foot indoor event venue and 250 person theater at Cerro Coso College (Mammoth Lakes Arts and Culture Center).
 - Approximately 45,000 square foot indoor events facility at Mammoth Creek.
 - Indoor and outdoor events venue at Canyon Lodge.

*Some venues among those listed are also noted in the district-specific lists of facilities and improvements that follow.

B. District-Specific Concepts

The following sections describe the NDP concepts for six key districts, in the context of the town-wide concept outlined above. They include:

Mixed Use Commercial Districts

Three major mixed use centers are identified: North Village, Downtown, and South Mammoth. These districts share some similar characteristics, including an attractive and well-proportioned public street, with a strong, pedestrian-oriented retail frontage at the street edge, generous sidewalks and streetscape features encourage pedestrians to stroll and browse. Illustrations of the characteristic features of these types of places, most often seen in traditional “downtown” and “Main Street” contexts, are provided in Figure 8.

Although sharing common characteristics, each of the three commercial districts is individual and distinct: North Village is more oriented to Mammoth’s visitors, with a strong lodging focus and more intensive development focused at its core; the Downtown is most intensively developed along Main Street with a mixture of visitor and local-serving retail, housing and lodging; South Mammoth is an arts and culture district oriented to somewhat less intensive commercial development along Old Mammoth Road, and anchored by community and visitor events venue at Mammoth Creek Park.

Resort Districts

The town’s resort districts (in addition to Mammoth Mountain Ski Area) include Snowcreek and Sierra Star. Although linked well by trails and transit, these two districts offer a more self-contained visitor experience oriented around golf and other recreation. Buffered by trees and open space, these resorts offer a range of resort residential and lodging, including resort hotel and smaller scale clustered condominium and townhome development.

Special Residential Districts

In addition to Mammoth’s stable single-family and multi-family residential areas, two areas are called out for special attention in the district planning concept. Shady Rest is yet to be developed, but provides a unique opportunity to create a new workforce neighborhood that includes significant open space and some community facilities. Sierra Valley is a long-established locals’ residential neighborhood, with a diversity of housing types and unique planning challenges due to its historic conditions. The concept for Sierra Valley focuses on improving conditions and overall quality of life for residents, without changing the neighborhood’s fundamental charm and character.

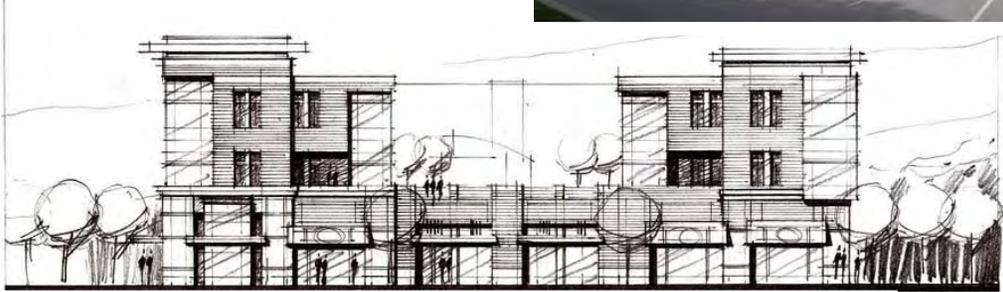
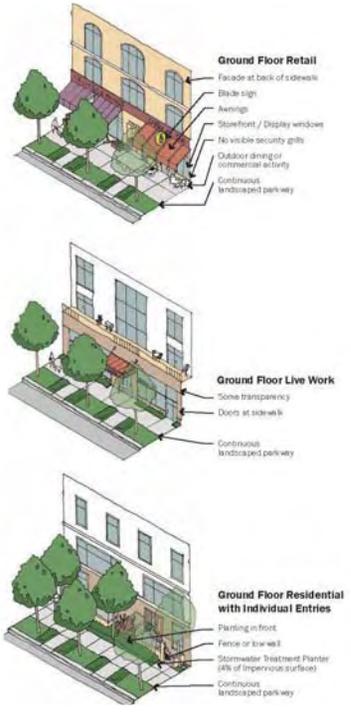


Figure 8: Downtown and Main Street Image Board

1. North Village

Concept

The concept for the North Village is shown in Figure 9. North Village is the primary visitor-oriented mixed use lodging and commercial district for Mammoth Lakes, with an animated pedestrian-oriented core, including on-street parking, extending from the four corners at Minaret and Main Street, along Minaret Road to Forest Trail. A two-sided retail street frontage flanks Minaret Road, with pedestrian facilities integrated to allow easy movement between along and between both sides of Minaret and across Main Street. Streetscape, building orientation, and an effective signage and wayfinding program create a sense of arrival to the district and help visitors find their way around. A year-round program of events and activities further animates the district, attracts shoppers and diners from throughout town, using a variety of small and larger scale public plazas and venues.

The core of the district offers sites for larger scale “flag” resort hotels that can offer a range of visitor accommodations and amenities within easy walking distance, allowing this district to be self-contained and to minimize the need to drive. Development intensity is greatest within the resort core, allowing for buildings up to seven stories; elsewhere, building of one to five stories are permitted. Public parking opportunities are provided throughout the district in the form of well-managed on-street and off-street parking, including new public parking lots. The district is also a transit hub, with the gondola and multiple bus lines offering convenient transit to the ski area, recreation areas, and other parts of town.

Key Facilities and Improvements

- Up to 400 additional off-street public parking spaces, including a 300-space public parking structure and 100 additional spaces integrated with private development project(s).
- On-street public parking.
- Indoor conference/meeting facility of approximately 16,000 square feet.
- 1-2 additional public event spaces or plazas (one within East Village, one within Four Corners)

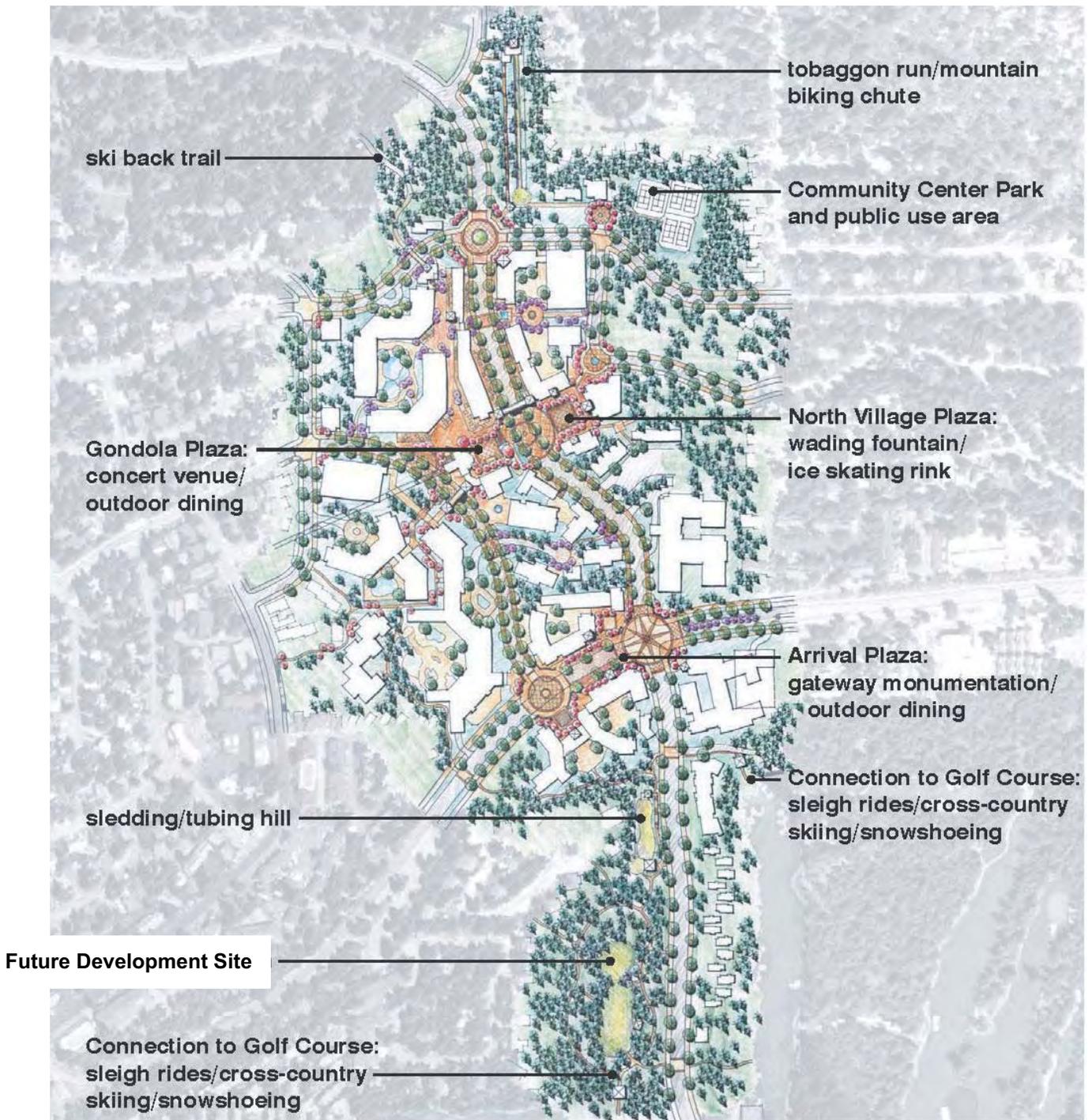


Figure 9: North Village Concept

- Improved pedestrian facilities throughout the district, along all major streets and connecting development areas, including enhanced pedestrian crossings on Main Street and Minaret Road.
- Roundabout at Minaret/Forest Trail.
- Improvements to Community Center/Community Center Park.

Other Recommendations

- Active ground level retail uses along both sides of Minaret Road between Main Street and the existing Village at Mammoth.
- Higher density development, tied to provision of desired community benefits, allowed within the village core along Minaret Road from the four corners to Forest Trail.
- Parking district to effectively manage public and shared parking, and to help finance parking system improvements.

2. Downtown

Concept

The Downtown concept is illustrated in Figure 10. Downtown is thriving mixed use commercial district focused around the area and eastern part of Main Street and North Old Mammoth Road. Main Street has a dramatically different aesthetic character than today, with a reconfigured cross-section that includes four lanes of traffic to efficiently carry traffic, while providing on-street parking, bike lanes and a center median, and sidewalks. Buildings are brought into proportion with the streetfront by being placed closer to the sidewalk, with three and four-story heights at the street edge on Main Street, stepping back at upper levels of four and five floors.

The district provides a distinctive gateway entry to town, with monumentation, streetscape treatments and organization of buildings and public spaces that frame the transition along SR 203 from undeveloped open space to the urbanized area. Pedestrian connectivity is provided along the length of Main Street from the Downtown to the North Village; an efficient transit system provides an accessible and convenient alternative to driving private automobiles.

Buildings along Main Street and North Old Mammoth Road are oriented to the street, with wide sidewalks, animated by pedestrians browsing a range of shops and restaurants. Retail at a variety of sizes and scales is available including in-line stores and larger anchor retail, including a potential grocery store. Parking is well organized and located in public and private parking lots and surface and

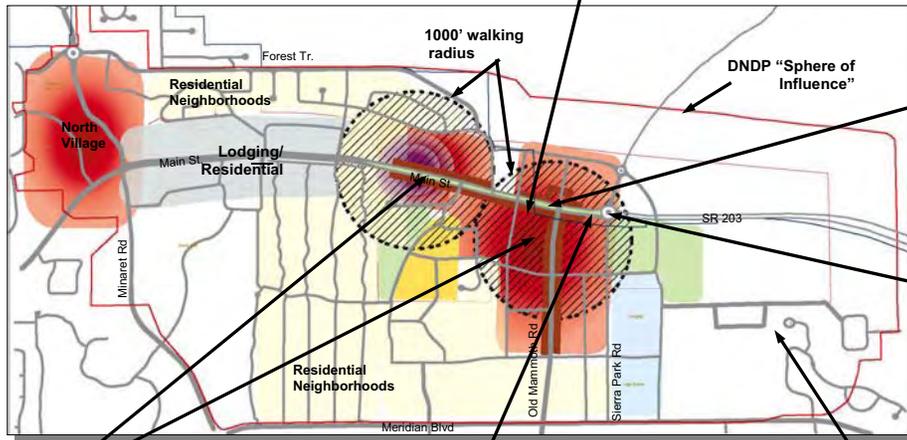
Creating a Sense of Place

Land use, “place-making” and implementation of design and development standards will create the clearly identifiable areas key to the Downtown Concept for Main Street.



1 Mixed Use Downtown

A mixed use downtown would be focused around Main Street and Old Mammoth Road with shopping, dining, lodging and housing in convenient proximity.



2 Pedestrian-Oriented Retail Streets

Primary retail streets would include buildings up to the sidewalk edge, but stepped at upper levels to allow for solar access and views. Active ground level uses, sidewalks and public gathering spaces would animate the district.



3 Distinctive, Attractive Town Entry

A distinctive gateway to Mammoth would be created with streetscape and wayfinding and entry markers, reinforced by a new sports park/event center and town square/civic center (see pages 6-7). The entry to town would reflect a clear transition from undeveloped open space to the built townscape.



4 Reconfiguring Main Street

Main Street would be reconfigured to a new four lane cross-section with large center median, and will be a “complete street” with on-street parking, bike lanes, and sidewalks on both sides. The existing frontage roads would be eliminated, resulting in an overall narrowing of the existing 200 foot right-of-way and an opportunity to convert that land to developable property.

5 Roundabouts and Medians

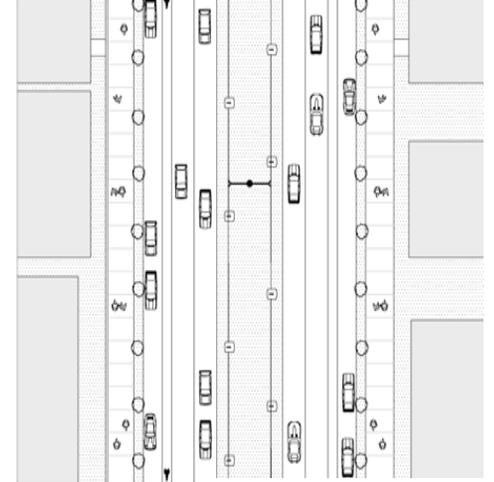
The reconfigured Main Street would include a large median, as well as possible roundabouts (subject to further study) that can smooth traffic flow, and provide a key opportunity for the placement of public art, monumentation and wayfinding features.



6 Expanded, Connected Network of Complete Streets

Providing additional road connections would allow traffic flow to be accommodated, spread traffic among more roadways and away from Main Street, and allow alternate routes for emergency and other vehicles. All new streets would be complete streets that accommodate bikes, transit, and pedestrians.

An Attractive Boulevard for People, Bikes, Trolleys and Cars



Conceptual Main Street cross-section



Figure 10: Downtown Concept

underground structures and on-street. Snow removal is efficiently managed to maintain visibility of storefronts and allow for year-round pedestrian use of sidewalks and paths.

Main Street west of Manzanita Road sees ongoing infill and improvements to vacant and underutilized properties, with new hotel and residential development, as well as upgrade and “facelifts” of some existing properties. Larger setbacks are appropriate here to account for some of the areas steeper slopes.

Key Facilities and Improvements

- Reconfigured Main Street Cross-Section between Sierra Park Road and Manzanita Road to include:
 - Four Travel Lanes.
 - Center Median.
 - Bike Lanes.
 - On-Street Parking.
 - Sidewalks.
- Reconfigured Old Mammoth Road Cross-Section between Main Street and Meridian to include:
 - Two Travel Lanes and a Center Turn Lane.
 - Bike Lanes.
 - On-Street Parking.
 - Sidewalks.
- Bike lanes and sidewalks along Main Street from Manzanita Road to Minaret Road.
- Multiple public parking lots or structures providing up to 400 parking spaces within easy walking distance of Main Street and Old Mammoth Road. (Number to be determined through additional study)
- Streetscape improvements (benches, planters, trash cans, etc.).
- 1-2 new public event spaces or plazas.

Other Recommendations

- Active ground-level retail uses on primary retail streets.
- Improved snow management along Main Street.
- Redevelop USFS property with commercial uses and housing to act as a catalyst site for the Downtown
- A comprehensive parking management plan.

South Mammoth

Concept

The South Mammoth concept is illustrated in Figure 11. South Mammoth is a walkable arts, entertainment and shopping district from Meridian to Mammoth Creek Park, complementing the Downtown and North Village Districts, serving as a local hub for arts and community events and festivals. The district is oriented to pedestrians with attractive streetscape, ample and well-connected sidewalks and convenient street crossings, and streetfront retail along Old Mammoth Road. Improvements occur through infill of vacant properties, and upgrade and retrofit of existing shopping centers. Parking is convenient and well-managed through a combination on on-street, off-street and shared parking facilities.

Building massing is organized to bring properties to the street edge, while including more generous upper story stepbacks that protect spectacular views to the Sherwin Range.

The district's focus on arts and events takes advantage of existing venues like the Mammoth Lakes Arts Center and movie theater, as well as potential new venues, including a potential seasonal venue within the Vons shopping center. Mammoth Creek Park is a key focus for community recreation and events, and an "art park" anchoring the district to the south, and offering a range of event sites that can flexibly accommodate events of different types and scales. The critical open space and riparian habitat along Mammoth Creek is a focus of restoration and stewardship efforts, and the Hayden Cabin complex is expanded with relocation of the historic Sartori Cabin from its existing location in the North Village.

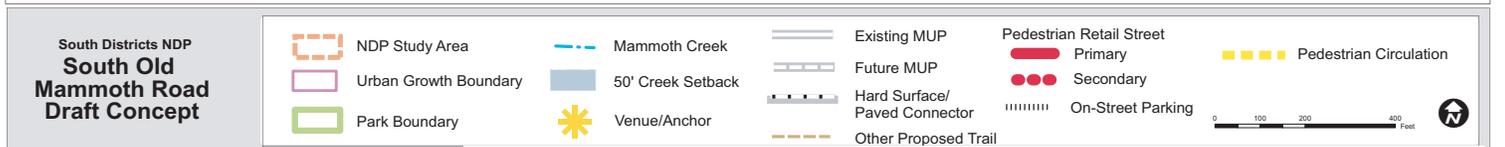
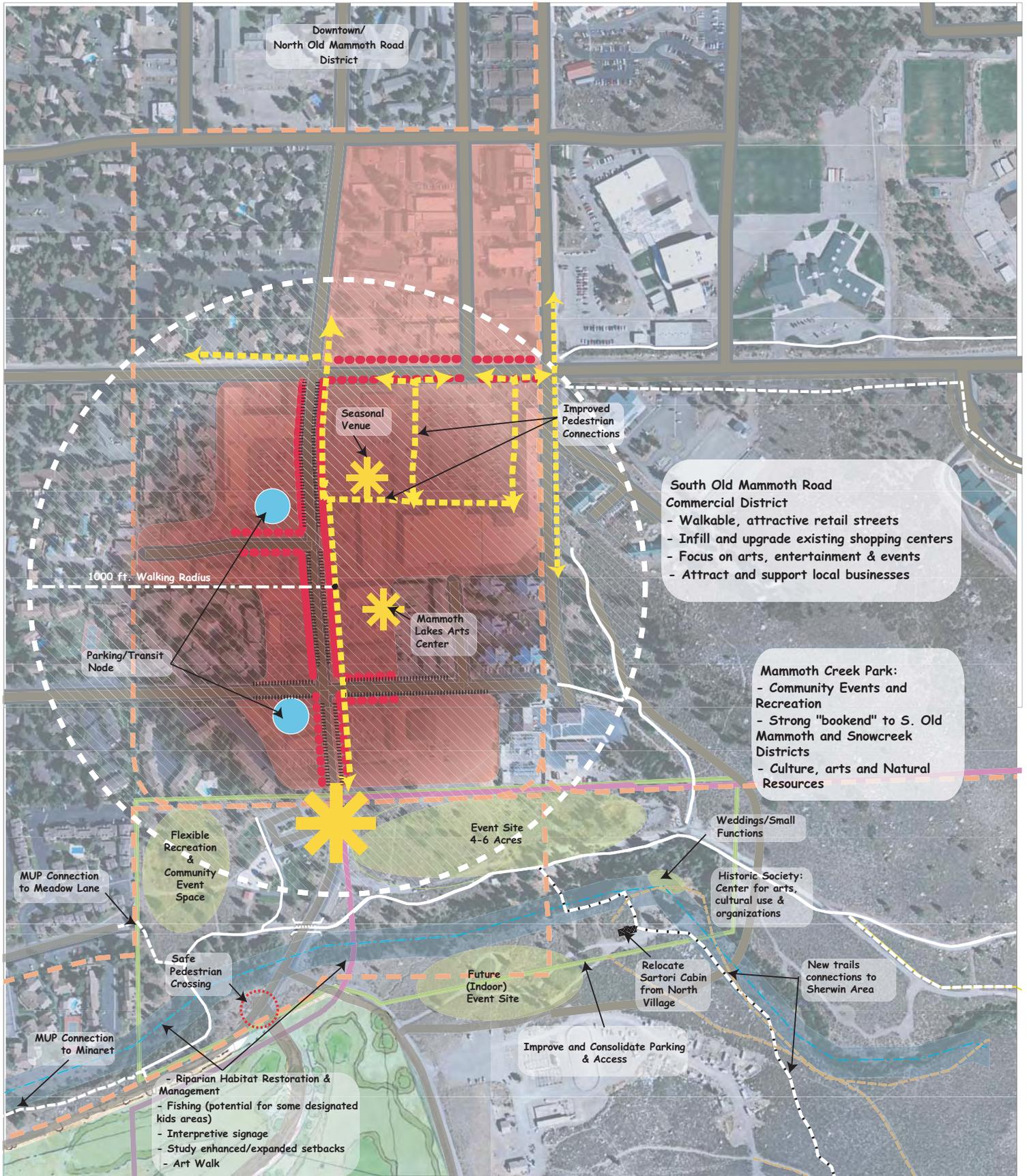


Figure 11: South Old Mammoth Road Concept

Key Facilities and Improvements

- Reconfigured Old Mammoth Road Cross-Section between Meridian Blvd and Mammoth Creek Park to include:
 - Two Travel Lanes and a Center Turn Lane
 - Bike Lanes.
 - On-Street Parking.
 - Sidewalks.
- Streetscape improvements (benches, planters, trash cans, etc.).
- 1-2 public parking lots or structures providing up to 250 parking spaces within walking distance of Old Mammoth Road. (Number to be determined through additional study).
- At least one small event space along Old Mammoth Road between Meridian and Chateau Road, which may be a seasonal venue at Minaret Village or other suitable location.
- 2-3 cleared sites (2-3 acres each) within Mammoth Creek Park east and west for outdoor event sites.
- 40,000 to 50,000 square foot indoor events facility in Mammoth Creek Park east, south of Mammoth Creek.
- Investment/upgrade of Mammoth Arts Center.
- Trails system improvements to close trail gaps and connect from Mammoth Creek Park to adjacent recreation nodes and trails.
- Enhanced Hayden Cabin Complex, including relocated Sartori Cabin, and improved parking and visitor facilities (such as restrooms).

Other Recommendations

- Require active ground-level retail uses on primary retail streets.
- Develop and implement a comprehensive parking management plan.
- Develop and implement business assistance programs and incentives for development that provide for arts and entertainment-related uses.
- Develop and implement a restoration and stewardship program for Mammoth Creek, including educational/interpretive programs.

3. Snowcreek

The Snowcreek concept is illustrated in Figure 12. Snowcreek is a major resort development with a landmark hotel and array of residential, recreational and open space uses integrated within the development. The overall concept integrates an expanded eighteen-hole championship golf course as an open space buffer and landscape transition to natural range and mountain areas to the south and north, existing residential neighborhoods to the west, and Old Mammoth Road to the north. Residential uses are clustered in an open space environment connected by trails through landscape corridors. Connectivity to activity nodes on- and off-site guides the design of the circulation system, including year round access and egress from the Sherwin Area. Wherever possible, feet-first mobility is facilitated and encouraged by an alternate pedestrian and bike circulation system serving the entire resort development.

Key Facilities and Improvements

- Public improvements and infrastructure per Snowcreek Development Agreement and Snowcreek VIII Master Plan.
- Public access and circulation improvements, including summer and winter trails, extended transit routing.
- Expanded 18-hole championship golf course.
- Major flagged resort hotel and “great lawn.”
- Pedestrian-oriented neighborhood commercial node for resort guests.

Other Recommendations

- Implement a phased program of residential and resort development, timed with infrastructure and mobility improvements sufficient to serve new development.
- Provide appropriate public access easements.

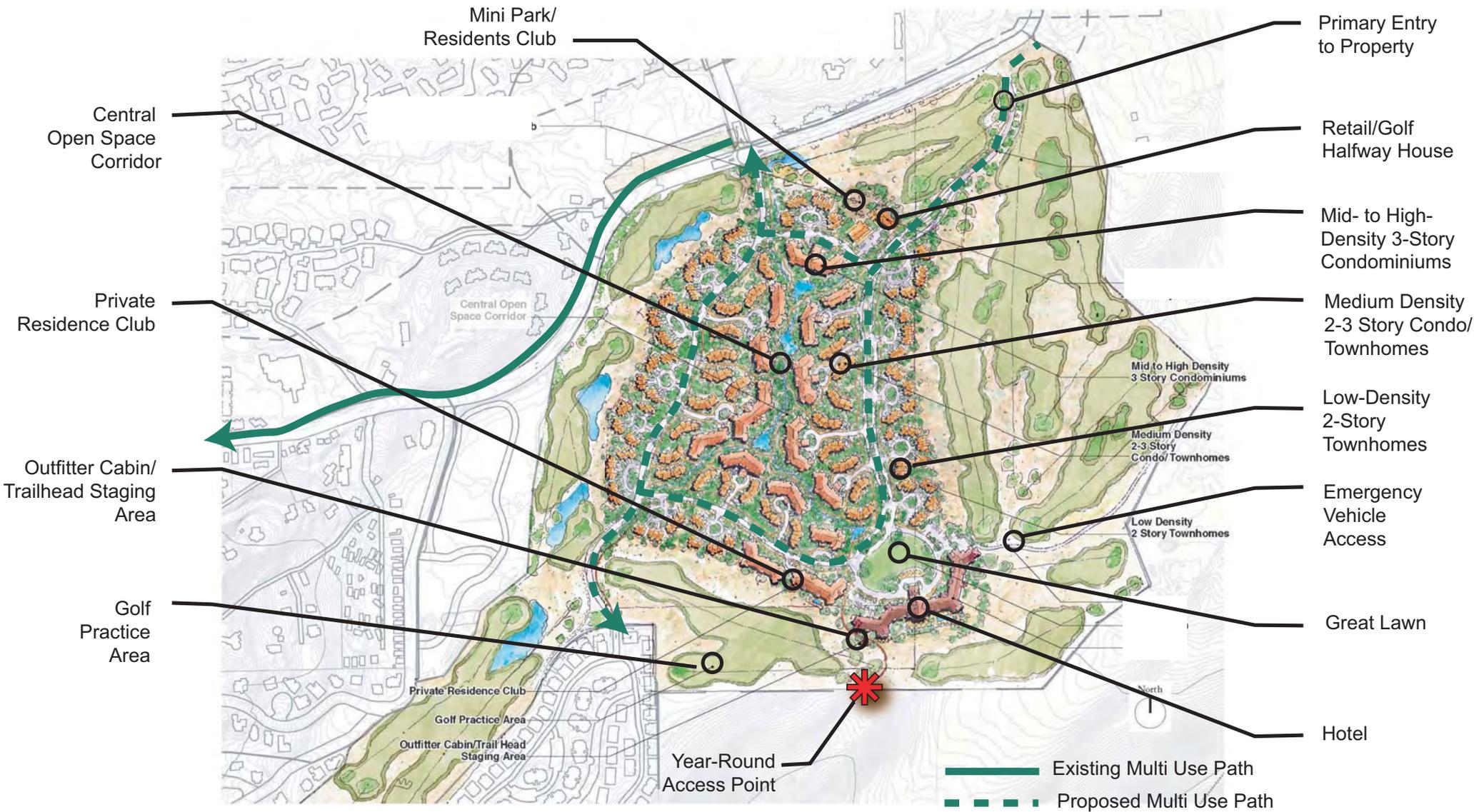


Figure 12: Snowcreek Concept

4. Sierra Star

Concept

The Sierra Star Concept is shown in Figure 13. Sierra Star is also a major year-round resort development, completing the build out of visitor lodging and residential development situated around the 18-hole Sierra Star Golf Course. Remaining development areas west of Minaret Road incorporate larger scale resort components including a hotel and higher density residential development that take advantage of its situation next to Bear Lake to create a lakefront plaza and trails around the lake. Lower intensity residential uses occupy remaining sites to the east of Minaret Road, and workforce housing and community recreation is provided on a site adjacent to the existing San Joaquin Villas property. Pedestrian access is woven throughout the site, providing connections to Main Street, Sierra Valley Sites and the Majestic Pines neighborhood, and convenient transit service allows visitors to take advantage of nearby shopping and dining in the North Village, Downtown and South Old Mammoth Road areas.

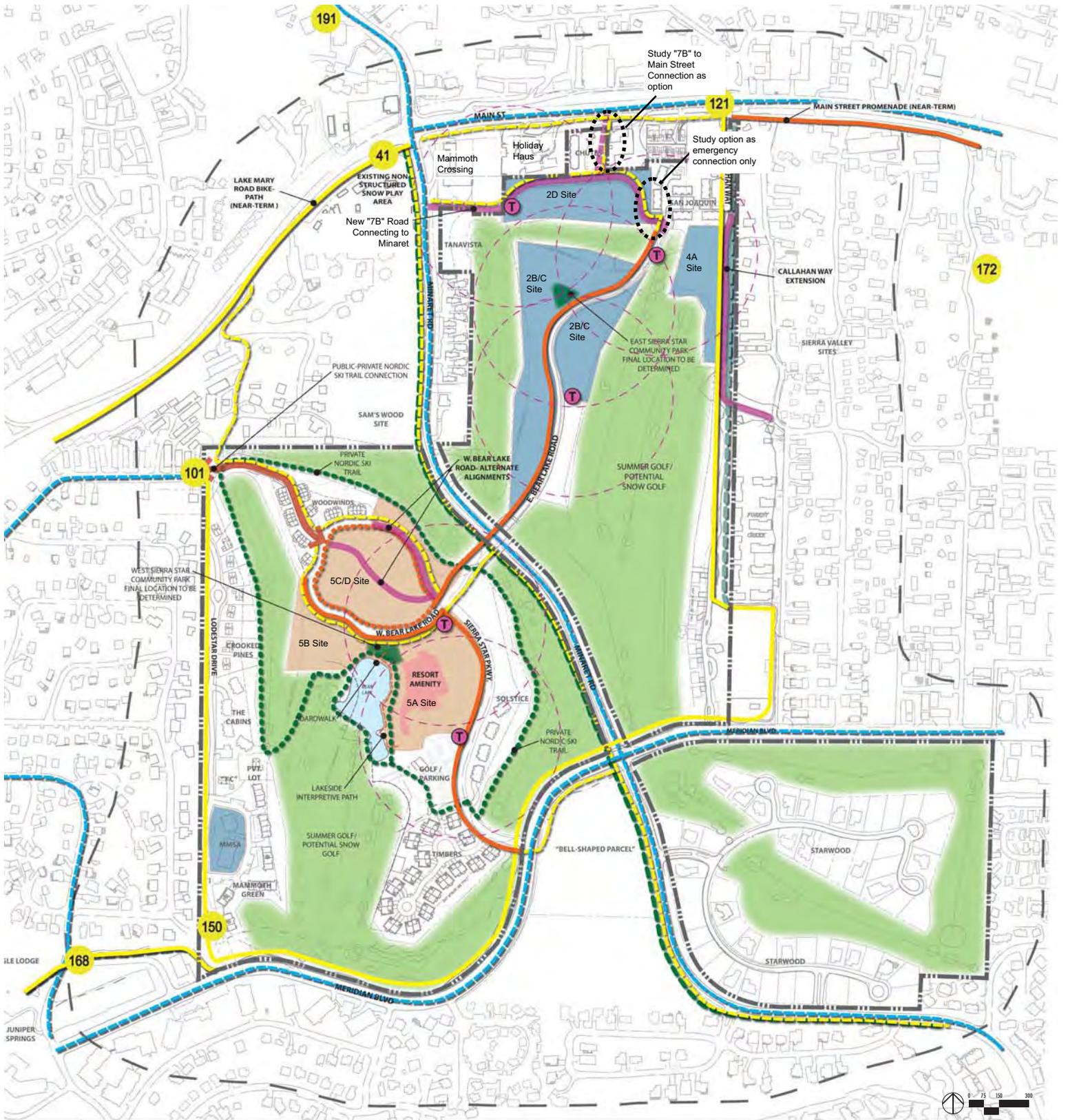
The Bell-Shaped Parcel at the intersection of Meridian and Minaret remains as a low-intensity open space area with protected wetlands, minimally improved with trails, benches and interpretive signage to enhance public enjoyment of its natural character.

Key Facilities and Improvements

- Major flagged resort hotel.
- Public access and circulation improvements, including summer and winter trails, extended transit routing.
- Other public and improvements per Intrawest Development Agreement.

Other Recommendations

- Implement phased program of residential and resort development, timed with infrastructure and mobility improvements sufficient to serve new development.
- Provide appropriate public access easements.
- Ensure future development mitigates all downstream storm water impacts, including those to Sierra Valley sites.



LEGEND							
	Resort Condominiums		Existing Sidewalk		Potential Class II Bike Lane		Potential Transit/Shuttle Stop
	Resort Core, Hotel, Resort Condominiums		Potential Sidewalk		Existing Ped/Bike Access		500 foot walking radius from Proposed Transit/Shuttle Stop
	Resort Amenity		Existing Multi-Use Path/Class II Bikeway		Existing Nordic Ski Trail		Sphere of Influence
	Community Park		Potential Multi-Use Path		Potential Public Nordic Ski Trail		Study Area Boundary
	Golf Course		Potential Street		Potential Private Nordic Ski Trail		GIC Point
			Potential Street Connections				

Figure 13: Sierra Star Concept

5. Shady Rest

Concept

The Shady Rest Concept is shown in Figure 14. Shady Rest provides a unique opportunity for the creation of a livable workforce neighborhood for local residents. The neighborhood includes approximately 200 -250 housing units, with a mix of housing types (from small lot single family homes, duplexes and triplexes), to town homes and apartments. A mix of affordability is also found within Shady Rest, with both market rate and below-market rate units, and a high standard of livability for those units and the neighborhood as a whole.

Open space, including the wetlands portion of the site, and one or more neighborhood parks to serve local residents is included on site. A neighborhood park at the north portion of the site serves neighborhood residents and others, and is visible and accessible from Main Street to the extent feasible, while also functioning as a buffer between the residential uses on Shady Rest site and Main Street.

Key Facilities and Improvements

- New local street connections to Center Street, Chaparral, and Tavern Road, including sidewalks and on-street parking.
- 15,000-20,000 square foot neighborhood park/open space area(s).
- Daycare or community center.
- Pedestrian connections to surrounding neighborhoods.

Other Recommendations

- Phased, mixed residential development including affordable and market units, rental and for-sale housing, and range of unit types.
- Protected wetland areas.

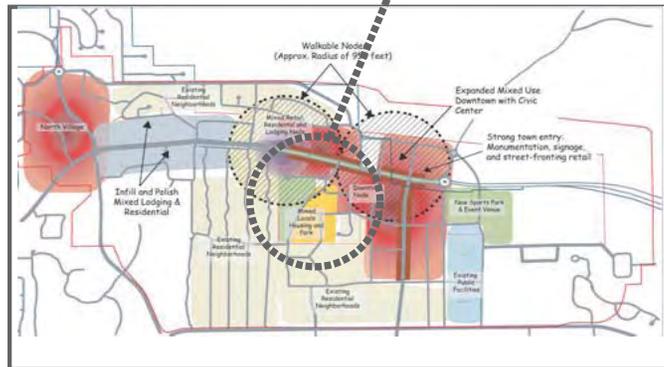
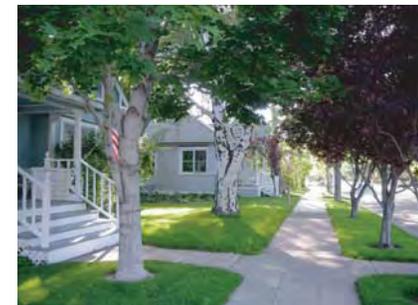
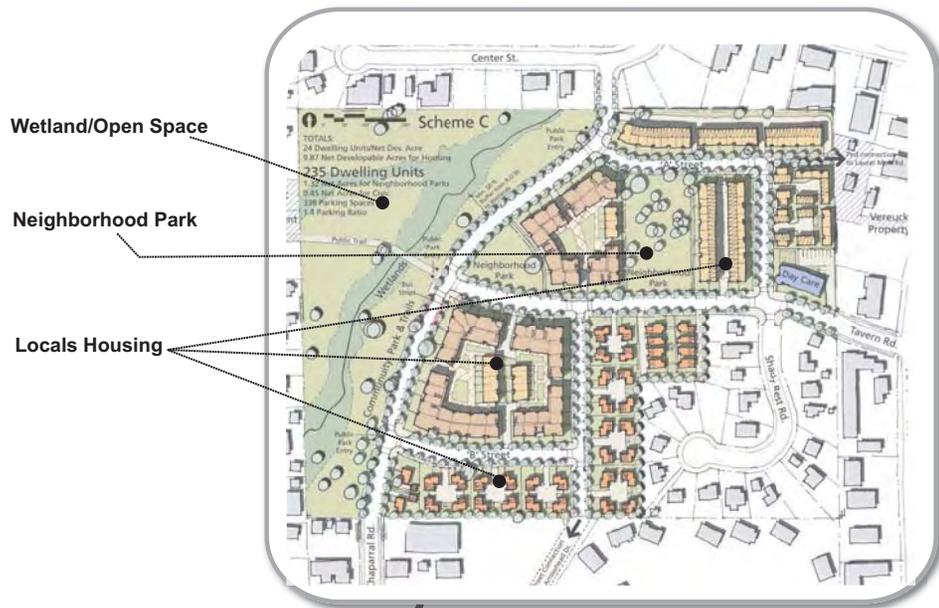


Figure 14: Shady Rest Development Concept

6. Sierra Valley

The Sierra Valley district is an established residential neighborhood for locals, with an eclectic range of housing including single family and multi-family units. Its narrow, winding streets and trees give the neighborhood a distinctive character, despite being in the heart of town. The neighborhood is safe, quiet and attractive, and well connected to other neighborhoods through the trail, transit and sidewalk system.²

² Sierra Valley NDP process is still underway; more detailed recommendations may result following conclusion of this planning effort.

District Planning Integration Strategy and Actions

This section outlines key aspects related to the implementation of the integrated district planning concept. They include overall strategic principles, as well as specific action steps that are recommended to be taken in the short term to bring the concept forward. As appropriate, these items are to be reflected in the Resort Investment Public Facilities Element, Public Facilities and Financing Program, and five year Capital Improvement Plan. Figure 15 illustrates the locations and focus of future public and private sector investment, including priority roadway improvements, private development sites, pedestrian-oriented mixed use nodes, and events sites.

A. *Investment Strategy*

The following principles should be applied in the investment strategy and allocation of resources to achieve the integrated district planning concept:

1. Build Momentum

- Coordinate strategic investments that can achieve the town-wide consensus plan
- Pool and leverage limited resources targeted to reinvestment
- Remain solvent and build fiscal revenue stream
- Adopt responsive standards that encourage, rather than impede investment
- Support local businesses and create a business-friendly environment
- Advance short-range pilot projects
- Commit to project completion: planning, design and development, funding, and construction
- Rescope and resize capital improvements and public facilities to focus on items that can be accomplished in stages, and that achieve the best “bang for the buck”

2. Focus on catalyst properties

These include large and/or publicly owned sites with the potential to stimulate change within the broader districts in which they are located. Key catalyst sites include:

- Mammoth Creek Park East & West
- USFS compound
- Tavern Road Park & Ride Lot
- Civic Center

B. *Projects and Programs*

1. Short-Range and Pilot Projects

- Implement pedestrian/ walkabout spaces in Main Street frontage roads.
- Initiate Mammoth Creek Events hub “Stage 1”: Outdoor and indoor facilities, flexible recreation & public arts park.
- Install municipal wayfinding.
- Install community informational signage.
- Install gateway and district-markers.
- Build priority trail segments and complete trails system wayfinding program.
- Establish a design palette and begin installation of street furniture like benches, lighting, trash cans and planters.
- Explore snow removal/management options and programs.
- Improve parking options on vacant lots and on streets.
- Provide additional transit service and shelters.
- Explore express bus service with dedicated parking area.
- Develop and implement a special events program.
- Invest in and maintain existing facilities with enhanced maintenance programs.

2. Other Projects and Programs

- Study and Support Event “Stage 2”: Large Events Site, with capacity for a 10,000+ person event.
- Reconfigure Main Street, install signals & roundabouts.
- Reconfigure Old Mammoth Road.
- Complete Trails System.
- Plan Gateway Events & Sports Park.
- Support Mammoth Arts Center & College/Foundation Mammoth Lakes Arts & Culture Center.
- Support North Village Conference Center & the Community Center.
- Leverage on-site & off-site shared parking in lots and structures.

3. Economic Development and Business Investment

- Continue to grow commercial air service.

- Coordinate town-wide events marketing and promotion in conjunction with Mammoth Lakes Tourism.
- Develop business incentive programs for upgrades and improvement to buildings and facades.
- Implement branding program.
- Expand Mammoth Ambassador Program.
- Study potential for Redevelopment.